

1 **In the Claims**

2 Claims 1-8 and 10-64 remain in the application and are listed below:

3
4 1. **(PREVIOUSLY PRESENTED)** A system for determining context
5 comprising:

6 one or more computer-readable media; and
7 a hierarchical tree structure resident on the media and comprising multiple
8 nodes each of which represent geographical divisions of the Earth, individual
9 nodes comprising an entity identification (EID) that is unique to the node, EIDs
10 serving as a basis by which attributes can be assigned to goods or services
11 associated with an individual node, said multiple nodes comprising parent and
12 children nodes, at least some of the parent nodes and their associated children
13 nodes having EIDs that are unique for the associated node.

15
16 2. **(ORIGINAL)** The system of claim 1, wherein the one or more
17 computer-readable media comprise one or more networks.

19
20 3. **(ORIGINAL)** The system of claim 1, wherein the nodes comprise
21 political or natural entities.

1 **4. (ORIGINAL)** The system of claim 3, wherein the political or
2 natural entities comprises one or more of the following: continents, countries,
3 oceans, states, counties and cities.

4

5 **5. (ORIGINAL)** The system of claim 1, wherein the nodes comprise
6 infrastructure entities.

7

8

9 **6. (ORIGINAL)** The system of claim 5, wherein the infrastructure
10 entities comprise one or more of the following: postal codes, area codes and time
11 zones.

12

13 **7. (ORIGINAL)** The system of claim 1, wherein the nodes comprise
14 public places.

15

16

17 **8. (ORIGINAL)** The system of claim 1, wherein the nodes comprise
18 non-physical entities.

19

20 **9. (CANCELLED).**

21

22

23 **10. (PREVIOUSLY PRESENTED)** The system of claim 1, wherein
24 the nodes comprise a plurality of node attributes and wherein one of the attributes
25 comprises a name attribute.

1
2 **11. (PREVIOUSLY PRESENTED)** The system of claim 1, wherein
3 the nodes comprise a plurality of node attributes and wherein one of the attributes
4 comprises a neutral ground truth name attribute.

5
6 **12. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
7 plurality of node attributes and wherein one of the attributes comprises a
8 geographic attribute.

9
10
11 **13. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
12 plurality of node attributes and wherein one of the attributes comprises a
13 latitude/longitude attribute.

14
15
16 **14. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
17 plurality of node attributes and wherein one of the attributes comprises a relative
18 importance index.

19
20
21 **15. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
22 plurality of node attributes and wherein one of the attributes comprises a
23 contextual parent attribute.

1 **16. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
2 plurality of node attributes and wherein one of the attributes comprises a source
3 attribute.

4

5 **17. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
6 plurality of node attributes and wherein one of the attributes comprises a start/end
7 dates attribute.

8

9

10 **18. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
11 plurality of node attributes and wherein one of the attributes comprises a
12 modification date attribute.

13

14

15 **19. (ORIGINAL)** The system of claim 1, wherein the nodes comprise a
16 plurality of node attributes and wherein one of the attributes comprises a status
17 attribute.

18

19

20 **20. (ORIGINAL)** The system of claim 1, wherein the tree structure
does not include any nodal associations with businesses or services.

21

22

23 **21. (ORIGINAL)** The system of claim 1, wherein the computer-
readable media is embodied on a mobile computing device.

1 **22. (ORIGINAL)** The system of claim 1, wherein the computer-
2 readable media is embodied on a handheld mobile computing device.
3
4

5 **23. (ORIGINAL)** The system of claim 1, wherein the computer-
6 readable media is accessible to a mobile computing device via the Internet.
7
8

9 **24. (PREVIOUSLY PRESENTED)** A system for determining context
10 comprising:
11
12 one or more computer-readable media;
13
14 a first hierarchical tree structure having multiple nodes associated with a
15 first context;
16
17 at least one second hierarchical tree structure having multiple nodes
18 associated with a second context; and
19
20 at least one node from the at least one second hierarchical tree structure
21 being linked with one node on the first hierarchical tree structure by a link that is
22 configured to enable a complete context to be derived from the first and second
23 contexts, individual nodes having unique IDs that can serve as a basis by which
24 attributes can be assigned to goods or services,
25
26 said multiple nodes comprising parent and children nodes, at least some of
27 the parent nodes and their associated children nodes having IDs that are unique for
28 the associated node.

1 **25. (ORIGINAL)** The system of claim 24, wherein the first and second
2 contexts comprise a location context.
3

4 **26. (ORIGINAL)** The system of claim 24, wherein the nodes of the first
5 hierarchical tree structure comprise geographical divisions of the Earth.
6

7 **27. (ORIGINAL)** The system of claim 26, wherein the nodes of the at
8 least one second hierarchical tree structure comprise physical and/or logical
9 entities.
10

11

12 **28. (ORIGINAL)** The system of claim 24, wherein the first and the at
13 least one second hierarchical tree structures comprise a plurality of attributes, one
14 of which comprising information that pertains to the tree with which the node is
15 associated.
16

17

18 **29. (ORIGINAL)** The system of claim 28, wherein the information
19 comprises a universal resource locator (URL).
20

21

22 **30. (ORIGINAL)** The system of claim 24 further comprising one or
23 more goods or services associated with one or more of the nodes of the at least one
24 second hierarchical tree structure.
25

1 **31. (ORIGINAL)** The system of claim 24, wherein the first hierarchical
2 tree structure comprises a standardized view of the Earth, and the at least one
3 second hierarchical tree structure comprises an organization-specific view of at
4 least a portion of the Earth, the organization-specific view comprising a
5 physical/logical entity that links into specific portions of the Earth.

6

7 **32. (ORIGINAL)** The system of claim 31, wherein the organization-
8 specific view has no context outside of the organization.

9

10 **33. (ORIGINAL)** The system of claim 24, wherein the computer-
11 readable media is embodied on a mobile computing device.

12

13 **34. (ORIGINAL)** The system of claim 24, wherein the computer-
14 readable media is embodied on a desktop device.

15

16 **35. (ORIGINAL)** The system of claim 24, wherein the computer-
17 readable media is embodied a handheld mobile computing device.

18

19 **36. (ORIGINAL)** The system of claim 24, wherein the computer-
20 readable media is accessible to a computing device via the Internet.

1 **37. (PREVIOUSLY PRESENTED)** A computer-implemented method
2 of determining context comprising:

3 accessing first and one or more second hierarchical tree structures that are
4 resident on one or more computer-readable media, each tree structure having
5 multiple nodes, the nodes of the first hierarchical tree structure being associated
6 with a first context, the nodes of the one or more second hierarchical tree
7 structures being associated with a second context; and

8 traversing multiple nodes of at least one of the tree structures to derive a
9 context, individual nodes having unique IDs that can serve as a basis by which
10 attributes can be assigned to goods or services, said multiple nodes comprising
11 parent and children nodes, at least some of the parent nodes and their associated
12 children nodes having IDs that are unique for the associated node.

13
14
15 **38. (ORIGINAL)** The computer-implemented method of claim 37,
16 wherein the traversing derives a location context.
17
18

19 **39. (ORIGINAL)** The computer-implemented method of claim 37,
20 wherein the nodes of the first hierarchical tree comprise geographical divisions of
21 the Earth.
22
23
24
25

1 **40. (ORIGINAL)** The computer-implemented method of claim 39,
2 wherein the nodes of the one or more second hierarchical tree comprise physical
3 and/or logical entities.

4

5 **41. (ORIGINAL)** The computer-implemented method of claim 37,
6 wherein the traversing comprises traversing at least one node on each tree to
7 derive the context.

8

9

10 **42. (ORIGINAL)** The computer-implemented method of claim 41,
11 wherein the context comprises a location.

12

13 **43. (ORIGINAL)** The computer-implemented method of claim 37,
14 wherein the first and one or more second hierarchical tree structures comprise at
15 least one node pair that is linked.

16

17

18 **44. (ORIGINAL)** The computer-implemented method of claim 37,
19 wherein at least one of the nodes of the one or more second hierarchical tree
20 structures has a good or a service associated with it, and wherein the traversing
21 comprises locating a good or a service associated with a node and consuming the
22 good or service.

1 **45. (ORIGINAL)** The computer-implemented method of claim 37,
2 wherein the accessing of the first and the one or more second hierarchical tree
3 structures comprises accessing tree structures that are locally available on a mobile
4 computing device.

5

6 **46. (ORIGINAL)** The computer-implemented method of claim 37,
7 wherein the accessing of the first and the one or more second hierarchical tree
8 structures comprises accessing at least one of the trees via a network medium.

9

10

11 **47. (ORIGINAL)** The computer-implemented method of claim 37,
12 wherein the accessing of the first and the one or more second hierarchical tree
13 structures comprises accessing at least one of the trees via the Internet.

14

15

16 **48. (PREVIOUSLY PRESENTED)** One or more computer-readable
17 media having computer-readable instructions thereon which, when executed by a
18 computing device, cause the computing device to:

19 access first and second hierarchical tree structures, each tree structure
20 having multiple nodes, the nodes of the first hierarchical tree structure being
21 associated with a first location context, the nodes of the second hierarchical tree
22 structure being associated with a second location context, at least one node of the
23 second hierarchical tree structure being linked with a node of the first hierarchical
24 tree structure; and

1 traverse at least one node of each tree structure to derive a location context,
2 at least one node in a traversal path that leads to a root node of the second
3 hierarchical tree structure being linked with a node of the first hierarchical tree
4 structure, individual nodes having unique IDs that can serve as a basis by which
5 attributes can be assigned to goods or services, said multiple nodes comprising
6 parent and children nodes, at least some of the parent nodes and their associated
7 children nodes having IDs that are unique for the associated node.

8

9

10 **49. (ORIGINAL)** The one or more computer-readable media of claim
11 48, wherein the computing device automatically determines its location context.

12

13 **50. (ORIGINAL)** The one or more computer-readable media of claim
14 48, wherein the computing device is a handheld computing device.

15

16

17 **51. (ORIGINAL)** The one or more computer-readable media of claim
18 48, wherein the computing device is a mobile computing device.

19

20

21 **52. (ORIGINAL)** The one or more computer-readable media of claim
22 48, wherein the computing device is a desktop device.

1 **53. (ORIGINAL)** The one or more computer-readable media of claim
2 48, wherein the computing device is a handheld computing device that
3 automatically determines its location context.

4

5 **54. (PREVIOUSLY PRESENTED)** A computer-implemented method
6 of locating goods or services comprising:

7 defining a hierarchical tree structure comprising multiple nodes that each
8 can define a physical or logical entity, said multiple nodes comprising parent and
9 children nodes, at least some of the parent nodes and their associated children
10 nodes having IDs that are unique for the associated node;

11

12 associating one or more goods or services with one or more of the nodes;
13 and
14 traversing one or more of the multiple nodes to discover a good or service.

15

16

17 **55. (ORIGINAL)** The computer-implemented method of claim 54
18 further comprising linking one or more of the multiple nodes with another
19 hierarchical tree structure that contains multiple nodes that each represent a
20 geographical division of the Earth.

21

22

23 **56. (ORIGINAL)** The computer-implemented method of claim 55,
24 wherein the traversing enables a current location to be determined.
25

1 **57. (PREVIOUSLY PRESENTED)** One or more computer-readable
2 having computer-readable instructions thereon which, when executed by a
3 computing device, cause the computing device to:

4 define a hierarchical tree structure comprising multiple nodes that each can
5 define a physical or logical entity, said multiple nodes comprising parent and
6 children nodes, at least some of the parent nodes and their associated children
7 nodes having IDs that are unique for the associated node;

8 associate one or more goods or services with one or more of the nodes; and

9 traverse one or more of the multiple nodes to discover a good or service.

11
12 **58. (PREVIOUSLY PRESENTED)** A computer-implemented method
13 of building context-aware data structures comprising:

14 receiving input from a source that specifies information pertaining to
15 physical and/or logical entities;

16 processing the information to define a hierarchical tree structure having a
17 context, the tree structure comprising multiple nodes each of which represent a
18 separate physical or logical entity, said multiple nodes comprising parent and
19 children nodes, at least some of the parent nodes and their associated children
20 nodes having IDs that are unique for the associated node;

22 linking at least one of the multiple nodes to a node of another tree structure
23 having a context and multiple nodes that represent physical and/or logical entities,

1 individual nodes having unique IDs that can serve as a basis by which attributes
2 can be assigned to goods or services,

3 the tree structures being configured for traversal in a manner that enables
4 context to be derived from one or more of the nodes.

5
6 **59. (ORIGINAL)** The computer-implemented method of claim 58,
7 wherein the context that is derived comprises a location context.
8
9

10
11 **60. (ORIGINAL)** One or more computer-readable media having
12 computer-readable instructions thereon which, when executed by a computing
device, cause the computing device to implement the method of claim 58.
13
14

15 **61. (PREVIOUSLY PRESENTED)** A system for determining context
comprising:
16

17 one or more computer-readable media; and
18
19 a hierarchical tree structure resident on the media and comprising multiple
nodes each of which represent geographical divisions of the Earth, individual
20 nodes comprising an entity identification (EID) that is unique to the node, EIDs
21 serving as a basis by which attributes can be assigned to goods or services
22 associated with an individual node, said multiple nodes comprising parent and
23 children nodes, at least some of the parent nodes and their associated children
24 nodes having EIDs that are unique for the associated node;
25

1 wherein at least some of the nodes comprise a node selected from a group
2 of nodes comprising: political entities, natural entities, infrastructure entities, and
3 public places.

4

5 **62. (PREVIOUSLY PRESENTED)** A system for determining context
6 comprising:

7 one or more computer-readable media;
8

9 a first hierarchical tree structure having multiple nodes associated with a
10 first context;

11 at least one second hierarchical tree structure having multiple nodes
12 associated with a second context; and

13 at least one node from the at least one second hierarchical tree structure
14 being linked with one node on the first hierarchical tree structure by a link that is
15 configured to enable a complete context to be derived from the first and second
16 contexts, individual nodes having unique IDs that can serve as a basis by which
17 attributes can be assigned to goods or services,

19 said multiple nodes comprising parent and children nodes, at least some of
20 the parent nodes and their associated children nodes having IDs that are unique for
21 the associated node;

22 wherein the nodes of the first hierarchical tree structure comprise
23 geographical divisions of the Earth;

1 wherein the first and the at least one second hierarchical tree structures
2 comprise a plurality of attributes, one of which comprising information that
3 pertains to the tree with which the node is associated.

4

5 **63. (PREVIOUSLY PRESENTED)** A computer-implemented method
6 of determining context comprising:

7 accessing first and one or more second hierarchical tree structures that are
8 resident on one or more computer-readable media, each tree structure having
9 multiple nodes, the nodes of the first hierarchical tree structure being associated
10 with a first context, the nodes of the one or more second hierarchical tree
11 structures being associated with a second context; and

12 traversing multiple nodes of at least one of the tree structures to derive a
13 context, individual nodes having unique IDs that can serve as a basis by which
14 attributes can be assigned to goods or services, said multiple nodes comprising
15 parent and children nodes, at least some of the parent nodes and their associated
16 children nodes having IDs that are unique for the associated node;

17 wherein the nodes of the first hierarchical tree comprise geographical
18 divisions of the Earth; and

19 wherein the traversing comprises traversing at least one node on each tree
20 to derive the context.

1 **64. (PREVIOUSLY PRESENTED)** One or more computer-readable
2 media having computer-readable instructions thereon which, when executed by a
3 handheld, mobile computing device, cause the computing device to:

4 access first and second hierarchical tree structures, each tree structure
5 having multiple nodes, the nodes of the first hierarchical tree structure being
6 associated with a first location context, the nodes of the second hierarchical tree
7 structure being associated with a second location context, at least one node of the
8 second hierarchical tree structure being linked with a node of the first hierarchical
9 tree structure; and

10 traverse at least one node of each tree structure to derive a location context,
11 at least one node in a traversal path that leads to a root node of the second
12 hierarchical tree structure being linked with a node of the first hierarchical tree
13 structure, individual nodes having unique IDs that can serve as a basis by which
14 attributes can be assigned to goods or services, said multiple nodes comprising
15 parent and children nodes, at least some of the parent nodes and their associated
16 children nodes having IDs that are unique for the associated node.